



## **S Tel presents 'Cindrella Fashion Hunt'**

-A search for fresh and untapped talent in the field of fashion and design-

**Patna, 11 February 2011: S Tel, Apka Apna Phone, presents 'Cindrella Fashion Hunt'** in Patna, a contest to identify the upcoming models of Bihar. This is in line with S Tel's effort to celebrate the true spirit of youth & fashion and to provide an opportunity to showcase fresh talent in the world of fashion.

**S Tel 'Cindrella Fashion Hunt'** is a perfect launchpad for models and designers in the fashion industry. Speaking at the event, **Mr. A. Mishra, Business Head, S Tel Bihar & Jharkhand** said, "S Tel is consciously making an effort towards promoting youth across different avenues to churn out the best talent. Cindrella Fashion Hunt is one such platform for bringing out fresh talent and S Tel would be looking at many such avenues to connect with the youth and encourage them to bring out the best in them."

The event witnessed a fashion show which featured collections of renowned designers like Shaina Shetty, Pranay and Amrita and top models from Delhi and Mumbai. It was a fulfilled evening with performances by famous stand up comedian and special dance performances by famous celebrities with a perfect starry ending by a fireworks show.

The contest was judged by an esteemed panel of judges comprising of **Mr. Navin Singh, Head Sales & Marketing, S Tel Bihar, Mr. Sanjeev Saxena, Head People & Culture, S Tel Bihar** and **Mr. Biman Dutta, Radio Mirchi**.

### **About S Tel Private Limited (S Tel)**

S Tel Private Limited (S Tel), a new telecom operator which launched services in India in December 2009, is a joint venture between Siva Group (formerly Sterling Infotech Group) and Bahrain Telecommunications Company (Batelco).

Headquartered in NCR region of Delhi, S Tel earlier acquired Unified Access Services Licenses (UASL) and spectrum to operate in circles – Odisha, Bihar, Himachal Pradesh, North East, Assam and Jammu & Kashmir. S Tel is also the youngest telecom operator to have bagged 3G licenses in the recent spectrum auctions in India. The company has planned an investment Rs. 700 crores for 3G spectrum acquisition and roll out of services.

Siva Group is a USD 3 billion group (about Rs.14,000 crores), with diversified business interests in verticals such as wind energy, shipping & logistics, hospitality & realty, media, EPC, education and agro business.

Bahrain headquartered Batelco is a diversified, integrated telecommunications operator with Mobile, fixed and wireless broadband, Datacom and fixed line services. It has operations in 7 markets across the Middle East, North Africa and Asia.

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